

Message Text

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PAGE 01 QUITO 02591 071725Z

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 OPIC-06 AGR-10 FEA-01 /035 W

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FM AMEMBASSY QUITO

TO SECSTATE WASHDC 9699

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INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 2591

FOR WASHINGTON COMMERCIAL ACTION GROUP

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJECT: PROPOSED REVISIONS IN FY 1976 CCP FOR ECUADOR

REF: QUITO 7823

1. AS WAS REPORTED IN REFTTEL, A NUMBER OF CHANGES IN ECUADOREAN ECONOMY AND A NUMBER OF CANCELLATIONS OF PLANNED ECUADOREAN AND/OR U.S. COMMERCIAL EVENTS HAVE RENDERED MUCH OF THE CURRENT CCP EITHER UNFEASIBLE OR UNWORTHWHILE. SINCE THE CCP IS INTENDED TO BE A DOCUMENT THAT IS FLEXIBLE AND ADJUSTABLE AT ANY TIME TO CHANGES IN ITS ENVIRONMENT, THE EMBASSY PROPOSES THE FOLLOWING REVISIONS IN THE FY 1976 CCP FOR ECUADOR. THESE REVISIONS COVER NOT ONLY THE REMAINING QUARTERS OF FY 1976 BUT ALSO, EX POST FACTO, THE QUARTER THAT ENDED MARCH 31. IN DRAFTING THESE REVISIONS WE HAVE ENDEAVORED NOT ONLY TO KEEP THE CCP MORE REALISTIC BUT ALSO TO "BEEN IF UP" WHEREVER CIRCUMSTANCES PERMIT.

2. CAMPAIGN A: METAL WORKING AND FINISHING EQUIPMENT BY MARCH 31, 1976

ACTION 6. PREPARE LIST OF TRAGET CONTACTS (END-USERS AND AGENTS/DICTRIBUTORS) FOR CATALOG SHOW, TO BE HELD MAY 6-7.

ACTION 7. MAKE ARRANGEMENTS FOR AUDITORIUM SPACE AND UNCLASSIFIED

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PAGE 02 QUITO 02591 071725Z

DISPLAY STANDS FOR CATALOG SHOW.

ACTION 8. MAKE INITIAL PROMOTIONAL MAILING FOR CATALOG SHOW, INCLUDING BROCHRE PUBLICIZING INTERNATIONAL TOOL AND MANUFACTURING EXPOSITION TO BE HELD IN CLEVELAND ON APRIL 26-MAY 9.
BY JUNE 30, 1976

ACTION 9. PUBLICIZE THE CATALOG SHOW IN LOCAL MEDIA, WITH USIS ASSISTANCE.

ACTION 10. PRESENT THE CATALOG SHOW. INCLUDE PROMOTION FOR THE NEW ENGLAND TOOL AND MANUFACTURING EXPOSITION TO BE HELD IN BOSTON ON MAY 24-JUNE 6, AND FOR THE INTERNATIONAL MACHINE TOOL SHOW TO BE HELD IN CHICAGO ON SEPTEMBER 8-17.

ACTION 11. REPORT ON RESULTS OF CATALOG SHOW; AND DECIDE WHETHER TO ORGANIZE FOREIGN BUYERS GROUP TO THE CHICAGO SHOW IN SEPTEMBER.

BY SEPTEMBER 30, 1976

ACTION 12. IF ACTION 11 DECISION IS FAVORABLE, ORGANIZE FBG TO THE CHICAGO SHOW.

3. CAMPAING B: BUILDING AND CONSTRUCTION EQUIPMENT

BY MARCH 31, 1976

ACTION 10. OBTAIN LATEST AVAILABLE IMPORT FIGURES IN THIS PRODUCT CATEGORY IN SUPPORT OF CATALOG SHOW SCHEDULED IN QUITO FOR MID-JUNE, 1976.

BY JUNE 30, 1976

ACTION 11. SEND INVITATIONS TO SELECTED KEY PROSPECTS FOR BUILDING AND CONSTRUCTION EQUIPMENT CATALOG SHOW TO BE HELD IN QUITO IN MID-JUNE.

ACTION 12. ASSURE THAT ALL NECESSARY ADVANCE LOGISTICAL SUPPORT IS AVAILABLE FOR THE CATALOG SHOW, INCLUDING CONSTRUCTION OF SUITABLE FACILITIES IN EMBASSY'S AUDITORIUM (WHICH IS THE SITE FOR IT).

ACTION 13. ASSURE ADEQUATE ADVANCE LOCAL PUBLICITY FOR THE CATALOG SHOW, WITH USIS ASSISTANCE.

ACTION 14. PRESENT THE CATALOG SHOW.

ACTION 15. FORWARD TO COMMERCE THE POST'S EVALUATION OF THE CATALOG SHOW, AND A REPORT OF ALL LEADS DEVELOPED.

BY SEPTEMBER 30, 1976

ACTION 16. UPON RECEIPT OF MATERIAL FROM USDOC, DEVOTE ISSUE OF COMMERCIAL NEWSLETTER TO BUILDING AND CONSTRUCTION EQUIPMENT.

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PAGE 03 QUITO 02591 071725Z

ACTION 17. SUPPORT AND ASSIST TO THE EXTENT POSSIBLE A SUBSTANTIAL U.S. PRESENCE AS WELL AS A REPEAT OF THE ABOVE CATALOG SHOW FOR THE XTH INTER-AMERICAN CONGRESS OF THE CONSTRUCTION INDUSTRY TO BE HELD IN QUITO ON SEPTEMBER 27-30.

(ACTION 18. FORWARD TO COMMERCE BY OCT. 15, 1976, THE POST'S EVALUATION OF THE ABOVE CONGRESS AND THE U.S. PARTICIPATION IN IT, AND A REPORT OF ALL LEADS DEVELOPED, IF ANY.)

4. CAMPAIGN D: AGRICULTURAL MACHINERY AND EQUIPMENT

BY MAR 31, 1976

ACTION 7. USING USDOC AND OTHER SOURCES, LOCATE A TRADE EXPOSITION OR A STATE OR COUNTRY FAIR SUITABLE FOR THE PROMOTION OF AN ECUADOREAN FOREIGN BUYERS GROUP.

BY JUNE 30, 1976

ACTION 8. THE AGRICULTURAL ATTACHE WILL SUBMIT A STATUS REPORT ON AGRICULTURAL DEVELOPMENT PROJECTS BOTH PLANNED AND IN THE PROCESS OF EXECUTION (TO BE PART OF THE SEMI-ANNUAL MAJOR PROJECTS SUMMARY REPORT).

ACTION 9. PUBLICIZE THROUGH COMMERCIAL NEWSLETTER AND OTHER MEDIA U.S. AGRICULTURAL MACHINERY AND EQUIPMENT, TECHNOLOGY AND KNOW-HOW.

ACTION 10. (DEPENDING ON RESULTS OF ACTION 7, PROMOTE ECUADOREAN FOREIGN BUYERS GROUP TO COUNTRY OR STATE FAIR IN THE U.S.)

BY SEPTEMBER 30, 1976

ACTION 11. (DEPENDING ON RESULTS OF ACTION 7, PROMOTE ECUADOREAN FOREIGN BUYERS GROUP TO COUNTY OR STATE FAIR IN THE U.S.)

5. CAMPAIGN F: PETROLEUM AND PETROCHEMICAL DEVELOPMENT

BY MARCH 31, 1976

ACTION 6. PROMOTE ATTENDANCE AT THE INTERNATIONAL PETROLEUM EXPOSITION AND CONGRESS, MAY 17-21, IN TULSA, OKLAHOMA.

ACTION 7. REQUEST THAT DEPARTMENT OF COMMERCE SOLICIT AND PROVIDE PLASTICS PRODUCT LITERATURE.

BY JUNE 30, 1976

ACTION 8. TRANSMIT UPDATED STATUS REPORT ON CEPE PLANS AND PROJECTS.

ACTION 9. ARRANGE FOR TWO CEPE OFFICIALS TO VISIT U.S. THROUGH IV PROGRAM.

ACTION 10. PUBLICIZE PLASTICS LITERATURE THROUGH EMBASSY'S COMMERCIAL BULLETIN, AND IN LOCAL PRESS WITH ASSISTANCE OF UNCLASSIFIED

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PAGE 04 QUITO 02591 071725Z

USIS.

ACTION 11. IF ADEQUATE AND IMPRESSIVE ARRAY OF PRODUCT LITERATURE IS RECEIVED, MOUNT DISPLAY.

BY SEPTEMBER 30, 1976

ACTION 12. IF CONDITIONS WARRANT, PUBLISH ARTICLE IN "COMMERCE AMERICA" ON PETROCHEMICAL DEVELOPMENT IN ECUADOR.

ACTION 13. SUBMIT REPORT ON INVESTMENT OPPORTUNITIES ARISING FROM EXPLORATION-EXPLOITATION DEVELOPMENTS IN GULF OF GUAYAQUIL.

ACTION 14. IF OPIC INVESTMENT MISSION IS ARRANGED IN TIME, AND INCLUDES POTENTIAL PETROCHEMICAL INVESTORS (AS EXPECTED), BEGIN ARRANGING APPOINTMENTS AND OTHER ARRANGEMENTS FOR THEM.

6. CAMPAIGN G: ENERGY SYSTEMS

BY MARCH 31, 1976

ACTION 7. CANVASS LOCAL PRIVATE IMPORTERS OF ELECTRICAL

EQUIPMENT TO DETERMINE EXPORT, LICENSING AND OTHER OPPORTUNITIES.

ACTION 8. COMPILE A LISTING OF POTENTIAL AGENTS/DISTRIBUTORS FOR THIS EQUIPMENT.

BY JUNE 30, 1976

ACTION 9. TRANSMIT COMPREHENSIVE UP-DATED REVIEW OF GOE'S ELECTRIFICATION PLANS AND MAJOR PROJECTS.

BY SEPTEMBER 30, 1976

ACTION 10. USING PRODUCT LITERATURE SUPPLIED BY U.S. COMPANIES THROUGH COMMERCE PROMOTION, HOLD LITERATURE DISPLAY IN QUITO AND GUAYAQUIL.

ACTION 11. REPORT AGENT/DISTRIBUTOR AGREEMENTS AND TRADE OPPORTUNITIES RESULTING FROM THE PRODUCT LITERATURE DISPLAY.

ACTION 12. REPORT RECOMMENDATIONS RE HAVING A TRADE MISSION COME TO ECUADOR IN FY 1977.

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